

Fresh Finds Market Update



Market Update
June 19 2023

Fruit Update

- **Apples** – Apple Pricing is steady as packers work on prolonging the season until new crop
- **Strawberries**– Strawberry volume is looking very good with some spotty bruising
- **Variety Berries** – All variety berries are still tight going into this week with smaller fruit and lower volumes than expected
- **Citrus** –Quality is good but pricing is higher than normal with less supply
- **Stone Fruit** – Production is still slow so pricing is high. WA Apricots should start in about 2 weeks
- **Grapes** – Sizing keeps getting better with grapes and pricing is coming down with increased supply
- **Melons**– Melon quality is getting better every day but Honeydews are way behind their normal picking schedule and remain tight.
- **Cherries** - WA Cherries have begun and are great quality. Pricing is still a little elevated but should come down as the week goes on. Coral varieties have just started and are much better tasting than the early Chelan varieties



Food Stamp Trends

- Food Stamp recipients are a huge portion of grocery sales
- Walmart takes a outsized portion of that share with almost 97% of Food Stamp shoppers going to Walmart
- Traditional grocers have a large demographic that use SNAP benefits too at about 45% of shoppers using them
- This means that having low priced, value options in your set can reach a large number of those customers



Fresh Finds Market Update



Veg Update



- **Lettuce** – Steady markets because of moderate demand but good quality and sizing
- **Celery** - Market is steady and should remain like that for a few weeks
- **Broccoli & Cauli** – Quality and Sizing are both doing well with steady demand and pricing
- **Onions** – Walla Walla Onions have started with great quality. Pricing is a little high for these first shipments

Corn out of Cali has some worm pressure that will continue throughout the 4th of July holiday

- **Peppers** – Peppers are a getting a bit tighter but quality and supply should stay steady
- **Asparagus** – WA Asparagus is done for the season. MX quality has been great in the 11# boxes
- **Tomatoes**– TOV's are starting to tighten up a bit with supplies but beefsteaks are looking good
- **Cucumbers**– Supplies are steady with local cucumbers just starting. Quality is decent but not great
- **Corn** – Cali corn has a lot of worm pressure that will not get better for the entire Cali crop



Inflation Shopping Habits

- As inflation slows it will be interesting to see if buying habits change back to the way they were before Covid and high inflation
- 27% of shoppers never change their purchase habits, but 25% cut back on their purchases, 14% switched to a cheaper brand, 16% waited for an item to go on sale, and all the rest changed package sizes or substituted products
- Higher priced items are starting to see some unit growth again like Dragon Fruit and Stone Fruit



Fresh Finds Market Update



Organic Update



- **Apples** – OG Pinks are done for the year but all other varieties are doing well. Bagged Galas and Fuji are still available for promotions
- **Berries**– Strawberries and blueberries are available with raspberries and blackberries being very tight
- **Potatoes**– Potatoes are tight but we will have some California new crop in here late this week
- **Onions**– Same boat as the potatoes now with very little quality onions out there
- **Cauli and Broc** – Pricing has come down with the increased volume and quality
- **Celery** – Lots of insect and disease pressure is leading to high prices and low availability
- **Lettuces** – Steady supplies and modest demand are holding prices flat
- **Citrus**– OG Citrus is finished or at the very end of its lifespan for the next few weeks
- **Pears** – Anjou's are still available with good quality
- **Tomatoes** – Great availability and pricing is steady with good quality



Fresh Finds Market Update



Hispanic Update

- **#2 Green Avocados** – Plenty available and the larger size has a great price on them
- **Cactus Pears** – Supply is starting to get better as well as quality.
- **Mexican Green Onions**– Great item to promote the next few weeks
- **Mexican Gray Squash** – Medium sized with decent quality and some material defects
- **Medium Roma Tomatoes**– Still gapping but should start seeing more availability soon
- **Maradol Papaya**– Excellent quality but the market is firm due to lower than expected volumes
- **Mangoes**– Quality is still good for the next 3-4 weeks out of Mexico. Great for promotions
- **Chile Peppers**– Cali is about 3-4 weeks behind but the Mexican market is going strong with decent quality
- **Limes**– Plenty of limes out of the Mexican market the last few weeks have led to great pricing



Corn Husks

- Mainly used in Tamale cooking with a corn based dough mixture
- Banana leaves can also be used to make Tamales, but Corn Husks are how they have historically been made
- Tamales have been cooked for almost 9,000 years and can be traced back to the Aztecs, Mayans, and Incans
- Corn husks are used to celebrate the Atamalculiztli festival that honors the corn god
- March 23rd is unofficially National Tamale Day around the US

